



# NURSE PRACTITIONER (NP) AND PHYSICIAN ASSISTANT (PA) EMAIL LISTS

**OVER 266,000 NP AND PA PERMISSIONED CAN-SPAM COMPLIANT EMAIL ADDRESSES**

## DESCRIPTION

With over 178 specialties available, Redi-Data's Nurse Practitioner (NP) / Physician Assistant (PA) Email Database delivers excellent results for CME programs, recruiters, preventative care, medical suppliers and pharmaceutical marketers. Tap into this important group of healthcare professionals with the most comprehensive and detailed information on the market.

## FEATURES

- Over 266,000 US NP and PA
- Permissioned Emails
- Updated Monthly

## SOURCE

- Certifying State Licensing Boards
- Federal Government Agencies
- Specialty and State Associations
- Journals and Newsletter
- University/Hospital/Clinic Web Directories
- And More...

## SELECTIONS

### BASIC SELECTIONS:

- Specialty
- Phone Numbers
- State
- Zip Code

## DEPLOYMENT SERVICE PACKAGE

**EMAIL DEPLOYMENT:** Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final deployment form. Additional charges apply for specialized graphics including oversized email messages.

**EMAIL REPORT:** Includes summary information regarding the mailing, seed names, messages delivered, messages opened, removes, clickthroughs, bad addresses and net names sent. (Please note the "Reply to Clicks" are not captured in the report, but can be redirected to an email address of your choice.)

**URL TRACKING (Clickthroughs):** Tracks individual URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

### SPECIALTIES AVAILABLE:

- Acute Care
- Addiction Medicine
- Adolescent Medicine
- Allergy
- Allergy and Immunology
- Anesthesiology
- Breast Diseases
- Cardiology
- College/School Health
- Correctional / Prison Medicine
- Critical Care - Medical
- Dermatology
- Diabetology
- Emergency
- Endocrinology/Metabolism
- Family Planning
- Gastroenterology
- Genetics
- Geriatrics
- Hematology
- Hepatology
- HIV-AIDS
- Home Health
- Immunology
- Infectious Disease
- Lipid Management
- Neurology
- Nurse Midwife
- OB/GYN
- Occupational Health
- Oncology - Medical
- Ophthalmology
- Orthopedic Surgery/Trauma
- Otolaryngology (ENT)
- Pain Management
- Palliative Care
- Pediatrics
- Plastic Surgery
- Physical Med/Rehab
- Pulmonary Medicine
- Radiation Oncology
- Rehabilitation - Pediatric
- Reproductive Endocrinology
- Rheumatology
- Sleep Disorders
- Sports Medicine
- Transplant Surgery
- Trauma Surgery
- Vascular Surgery
- Urology
- Women's Health
- More Available...

## ADDITIONAL EMAIL SERVICES

**PERSONALIZATION:** Personalize each email message with the individual's name.

**PIN NUMBERS (Personal Identification Numbers):** Append unique identification numbers to each individual email message.

**DATABASE MATCHING:** We can match a client supplied file to our email database and select the matched records for email broadcast.

**DATABASE MATCH EMAIL FLAG:** Supply a client's file back to them with a flag indicating which records have an email address.

**OPT OUT/NON DELIVERABLES:** Provide the Opt Out/Non Deliverables from an email broadcast for client supplied files.

**SUPPRESS FILE:** We can suppress a client supplied file of emails.

**ANALYSIS FILE:** After deployment, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded, and the number of "clickthroughs" and removes. (Additional fees apply.)

# NP/PA EMAIL LISTS

## EMAIL LIST RENTAL / SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
<b>DEPLOYMENT</b>	Basic	Deployment Turnaround time: 3-5 days after receipt of email message in final deployment and all necessary approvals.	One time use	\$415	M	\$850
			Two time use	\$750	M	\$1,500
			Three time use	\$1,060	M	\$2,000
			Four time use	\$1,350	M	\$2,500
			Annual (1 year) up to 12x use max	\$1,500	M	\$3,000
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
<b>FRONT END</b> (Pre-Deployment)	Creative	Personalization	Personalization per occasion	\$75	EACH	\$75
		Image Hosting	Email contains single image	\$75	FLAT	\$75
OPTIONS	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your email message. Multiple URLs can be tracked in one email message	Included	EACH	Included
		Pin Numbers	Validate unique PIN, assigned by client or Redi-Data, to individual email messages	\$150	FLAT	\$150
		Database Match	Match client-supplied file to Redi-Data email database	NPI Number Match: \$200	FLAT	\$200
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
<b>BACK-END</b> (Post-Deployment)	CAN-SPAM Compliance	Provide Non-Authorized Emails	Supply file of non-authorized email addresses from deployment	Included	FLAT	Included
OPTIONS	Back-end Analysis	Email Deployment Analysis File	Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized	\$500	FLAT	\$500

View and run counts on our free online count system at [ama.redicounts.com](http://ama.redicounts.com)

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